

## ABSTRACT OF THE INVENTION

Improvements in systems and methods for replacement of a target region in successive video images transmitted via a digital data stream. In one aspect, the invention provides for replacing only those portions of the target region that are not overlaid with added graphics, such as text. In another aspect, the invention provides for personalizing the video images by selecting the object to replace the target region based on information regarding the viewer or user.

2009-07-20